



You probably know that Louisville is home to the Kentucky Derby, Churchill Downs, the Louisville Slugger, and Muhammad Ali.

*Louisville*  
POSSIBILITY CITY.



### **Museum Plaza**

*It's been called one of the world's most daring, dynamic new skyscrapers. The \$465 million, 62-story Museum Plaza will house a hotel, lofts, luxury condos, a contemporary arts center and office space.*



### **Downtown Arena**

*This \$252 million, 22,000-seat, multi-purpose arena will have a public plaza along Main Street.*



### **Center City District**

*The Cordish Company, developers Fourth Street Live, plan a \$250 million mixed-use development downtown that will include retail shops, restaurants, a movie theatre and condominiums. The company is also renovating The Gardens into a venue for minor-league hockey.*



### **Liberty Green**

*This \$233 million redevelopment is replacing a former barracks-style public housing project with a new downtown neighborhood.*

### **RiverPark Place**

*A \$200 million project creating an expansive new condominium/marina complex located on the Ohio River in downtown.*



**Here's what you probably don't know.**  
**Our city is sizzling and, for private investors, that means opportunities.**

More than \$2 billion in construction projects are underway in downtown alone, including a new waterfront arena and a 62-story skyscraper/contemporary arts center called Museum Plaza.





### Iron Quarter

*This \$50 million project will create a retail/office complex on Main Street, adjacent to the new arena.*



### ZirMed Gateway Towers

*A \$25 million project, creating the new downtown headquarters for ZirMed, a health care technology company. The project includes luxury condos.*

### Two new bridges

*Louisville is planning a \$3.9 billion transportation project that includes two new bridges over the Ohio River. The city is considering private financing for the project.*



### City of Parks

*One of the largest parks expansion projects in the nation will create a new suburban park system that includes a 100-mile hiking and biking trail encircling the city. More than \$60 million has already been committed to the project.*



### United Parcel Service

*Louisville's largest private employer recently announced a \$1 billion expansion to its WorldPort logistics hub at Louisville International Airport.*



The Wall Street Journal is taking notice. Louisville is definitely "not a one-horse town," the newspaper pointed out in April. The city is undergoing a building boom, the Journal said, including a \$1 billion expansion by United Parcel Service, which has its WorldPort global logistics hub in Louisville.

In Louisville, it's possible to make great investments, from a \$200 million waterfront condominium project called RiverPark Place to a \$50 million retail/office center on Main Street called Iron Quarter to a \$2.5 billion expansion of the downtown medical campus.

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## Louisville has been described as the gateway to the north... and to the south; an entry to the west... or in the middle of it all.



Louisville is all of this. We are within a day's drive of two-thirds of the U.S. population, and we are an eclectic mix of all regions, plus a regional hub of 24 surrounding counties in Kentucky and Indiana.

There is much you probably already know about Louisville. We are home to Churchill Downs, the site of the Greatest Two Minutes in Sports – the Kentucky Derby. We are home to the Louisville Slugger. Muhammad Ali was born here and many of the world's great bourbons, from Maker's Mark to Jim Beam to Woodford Reserve, are distilled in the Louisville area.



What you probably don't know is what Louisville is becoming. Downtown is reinventing itself. Large-scale projects, once a rarity downtown, are dotting the landscape and leveraging new investments and exciting projects.

We have more than 2,000 condos and apartments under construction in downtown – with more planned.

In the last two years alone, three Fortune 500 companies have made major commitments in Louisville. United Parcel Service, which has its air hub in Louisville, announced a \$1 billion expansion of WorldPort, its sorting and package facility located at Louisville International Airport. Humana, a health care company, announced a 1,100-job expansion and expanded its downtown headquarters. Kindred spun off a new pharmaceutical company, merging with PharMerica LongTerm Care, to create PharMerica Corp.



We are building a new downtown multi-purpose arena, costing \$252 million, and the \$465 million Museum Plaza, which will be the tallest building in Louisville with a contemporary arts center, condominiums, lofts, a hotel and office space. We are expanding our parks, adding 4,000 acres of new parks and a 100-mile hiking and biking trail encircling the city. It's one of the largest urban parks expansion projects in the nation.

## And that's just the beginning... In Louisville, anything's possible.

### Louisville MSA Population Trends

Louisville-MSA	2000	2007 (est)	2012 (pr.)
Total:	1,161,985	1,217,711	1,262,663

Income	2002	2007
Per capita income	\$21,894	\$25,714
Median household income	\$42,139	\$47,869
Average household income	\$55,699	\$62,694

## Top 15 Publicly Traded Companies

Company	Products and Services
<b>Humana, Inc.</b>	Health insurance and related services through plans for employer groups, government-sponsored programs and individuals
<b>Yum Brands, Inc.</b>	Quick-service restaurants, including the A&W All-American Food, KFC, Long John Silvers, Pizza Hut and Taco Bell Brands
<b>Kindred Healthcare, Inc.</b>	Long-term health care provider operating hospitals, nursing centers and institutional pharmacies
<b>Brown-Forman Corp.</b>	Producer and marketer of consumer products, including bourbon, wine, china and luggage
<b>Genlyte Group, Inc.</b>	Manufacturer, marketer and seller of lighting fixtures for a variety of applications in the commercial, residential and industrial markets
<b>ResCare, Inc.</b>	Provider of residential, training and support services to people with special needs including those with developmental disabilities
<b>Papa John's International, Inc.</b>	Operates and franchises pizza delivery and carry-out restaurants
<b>Steel Technologies, Inc.</b>	Processor of flat-rolled steel to close tolerances for customers in a variety of industries including auto
<b>Churchill Downs, Inc.</b>	Pari-mutuel wagering on live race meetings for Thoroughbred horses; intrastate and interstate simulcast racetrack wagering
<b>Sypris Solutions, Inc.</b>	Provider of technology-based outsourced services and specialty products
<b>Texas Roadhouse, Inc.</b>	Casual dining concept that operates more than 200 restaurants in 28 states
<b>Ventas, Inc.</b>	Real estate investment trust that owns or leases hospitals, nursing facilities and personal-care facilities
<b>Republic Bancorp</b>	Financial holding company
<b>Industrial Services of America, Inc.</b>	Management services company specializing in ferrous, non-ferrous and fiber recycling



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## Top 20 Private-Sector Companies

Company	Product/Service	Headquarters
<b>United Parcel Service</b>	International air hub	Atlanta, GA
<b>Ford Motor Co (2 plants)</b>	Automotive manufacture	Dearborn, MI
<b>Norton Healthcare</b>	Health care provider	Louisville, KY
<b>Humana Inc.</b>	Managed care, HMO, PPO, POS	Louisville, KY
<b>Jewish Hospital Healthcare</b>	Health care facilities	Louisville, KY
<b>GE Consumer &amp; Industrial</b>	Home appliances, lightbulbs	Fairfield, CT
<b>Kroger Co.</b>	Retail grocer	Cincinnati, OH
<b>Baptist Hospital East</b>	Health care provider	Louisville, KY
<b>Catholic Archdiocese of Louisville</b>	Churches, agencies, schools	Louisville, KY
<b>Kindred Healthcare Inc.</b>	Long-term health care	Louisville, KY
<b>YUM! Brands, Inc.</b>	Headquarters (KFC, Pizza Hut, Taco Bell, A&W, Long John Silvers)	Louisville, KY
<b>University Hospital</b>	Acute-care hospital	Louisville, KY
<b>Caesars Indiana</b>	Gaming and entertainment resort	Las Vegas, NV
<b>Anthem Blue Cross Blue Shield</b>	Health insurance sales/service	Indianapolis, IN
<b>Publishers Printing</b>	Printing trade magazines	Shepherdsville, KY
<b>JP Morgan Chase &amp; Co.</b>	Banking	New York, NY
<b>BellSouth</b>	Telecommunications	Atlanta, GA
<b>Floyd Memorial Hospital</b>	Health care provider	New Albany, IN
<b>Clark Memorial Hospital</b>	Health care provider	Jeffersonville, IN



## Facts about Louisville

\$3 billion in mortgage lending for 2006.

\$48 million in Small Business Administration loans in 2006.

The 2008 Ryder Cup will be held in Louisville.

One of America's "10 Most Underrated Cities" by *Sherman's Travel*.

One of America's "50 Hottest Cities" for business relocation and expansion by *Expansion Management* magazine.

In 2003, the city of Louisville and county of Jefferson merged, creating a more efficient, effective government.

The Louisville Metro Area has a population of 1.2 million.

Best large city for relocating families, according Worldwide ERC, *Primary Relocation* and Bert Sperling of Sperling's Best Places.

Top city in the Southeast for manufacturing jobs, by *Manufacturers' News, Inc.*

Eighth Safest City in America, by Morgan Quitno.



For more information, visit [www.louisvilleky.gov](http://www.louisvilleky.gov)  
Or contact Mayor Jerry Abramson at 502.574.2003